

Fig. 1

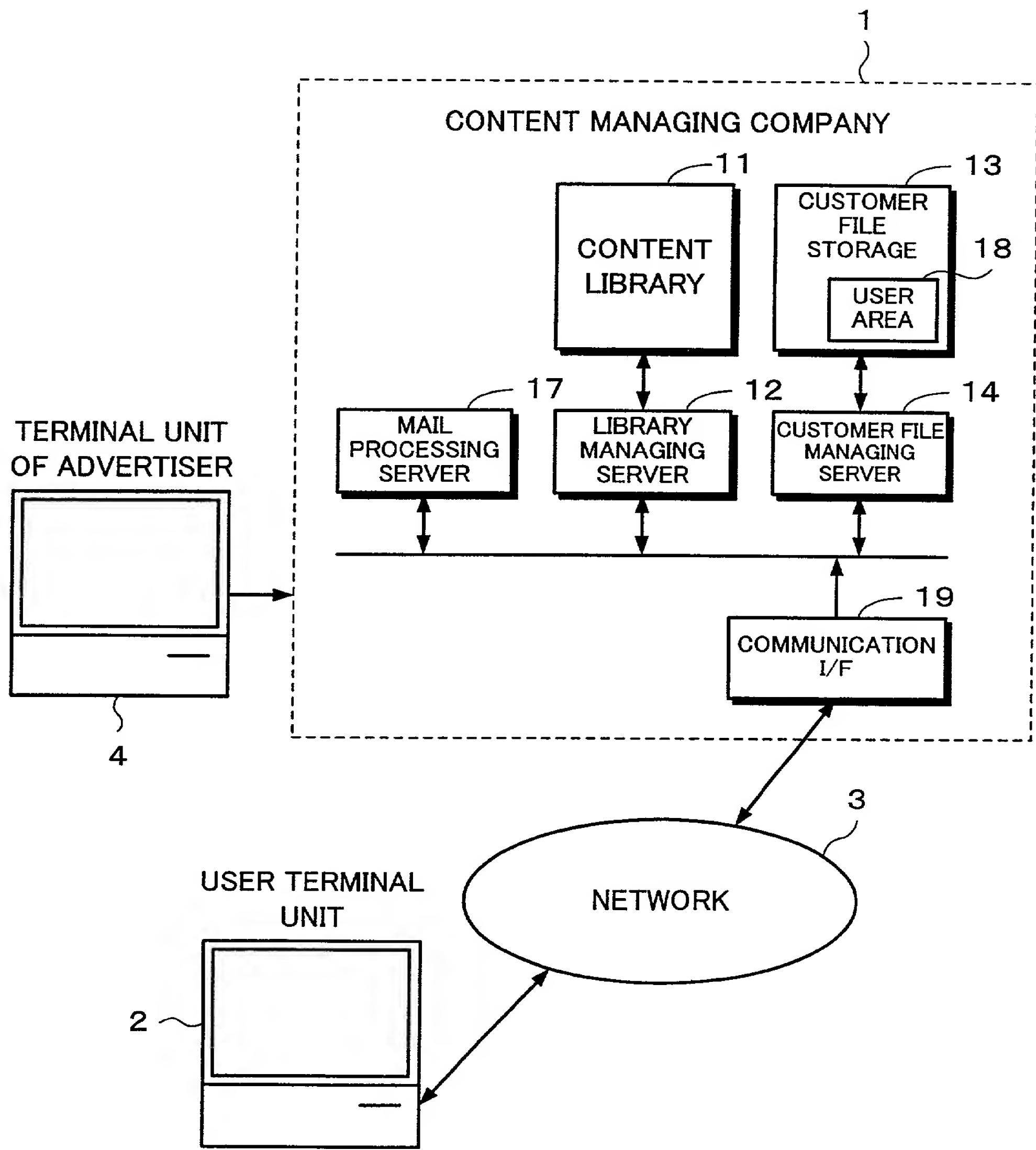


Fig. 2

ADVERTISER	FILE NAME	REGISTERED DATA	CAPACITY	GENRE	CONTENT DESCRIPTION
A MAKER	RECORD-REPRODUCTION MEDIUM	2000/02/25	50	HOME APPLIANCES	RELEASE OF NEW COLOR MEDIUMS
B DAIRY	Y2K MILK	2000/02/26	60	FOODS	ANNOUNCEMENT OF YEAR 2000 CAMPAIGN
C SUPERMARKET	SALES	2000/03/01	50	LARGE STORES	BIG SALES ON EVERY TUESDAY
D RECORD	α PROJECT	2000/03/01	60	MUSIC	RELEASE OF NEW ALBUM OF α PROJECT

Fig. 3

REGISTERED ADVERTISEMENT	PUBLISHED PERIOD	NUMBER OF CLICKS
E INSURANCE	2000/02/26 – 2000/03/15	10 TIMES
F AIRLINES	2000/02/01 – 2000/02/29	5 TIMES
G AUCTION	2000/02/05 – 2000/02/20	30 TIMES

Fig. 4

REGISTERED ADVERTISEMENT	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09
E INSURANCE	1							
F AIRLINES								
G AUCTION	11							
	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17
			1	2				1
		1						
	1		5	8				
	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-01
					1	2	2	
				1		1	2	
								5

Fig. 5

REGISTERED ADVERTISEMENT	NUMBER OF POSTING USERS	TOTAL POSTED PERIOD	NUMBER OF TOTAL CLICKS	MALE USERS	FEMALE USERS	AGES 10-19	AGES 20-29	AGES 30-39	AGES 40-49
H MAKER	300 USERS	3250 DAYS	1200	252	148				
J SUPERMARKET	250 USERS	4800 DAYS	2000	50	200				
K AUCTION	200 USERS	2000 DAYS	500	40	160				

Fig. 6

REGISTERED ADVERTISEMENT	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09
H MAKER	1							
J SUPERMARKET								
K AUCTION	11							
	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17
	1		2	3				2
		1						
	1		5	8				
	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-01
					1	2	3	
				1		1	2	

Fig. 7

My Web Pocket

USER ID ~ 51

PASSWORD ~ 52

~ 53

Fig. 8

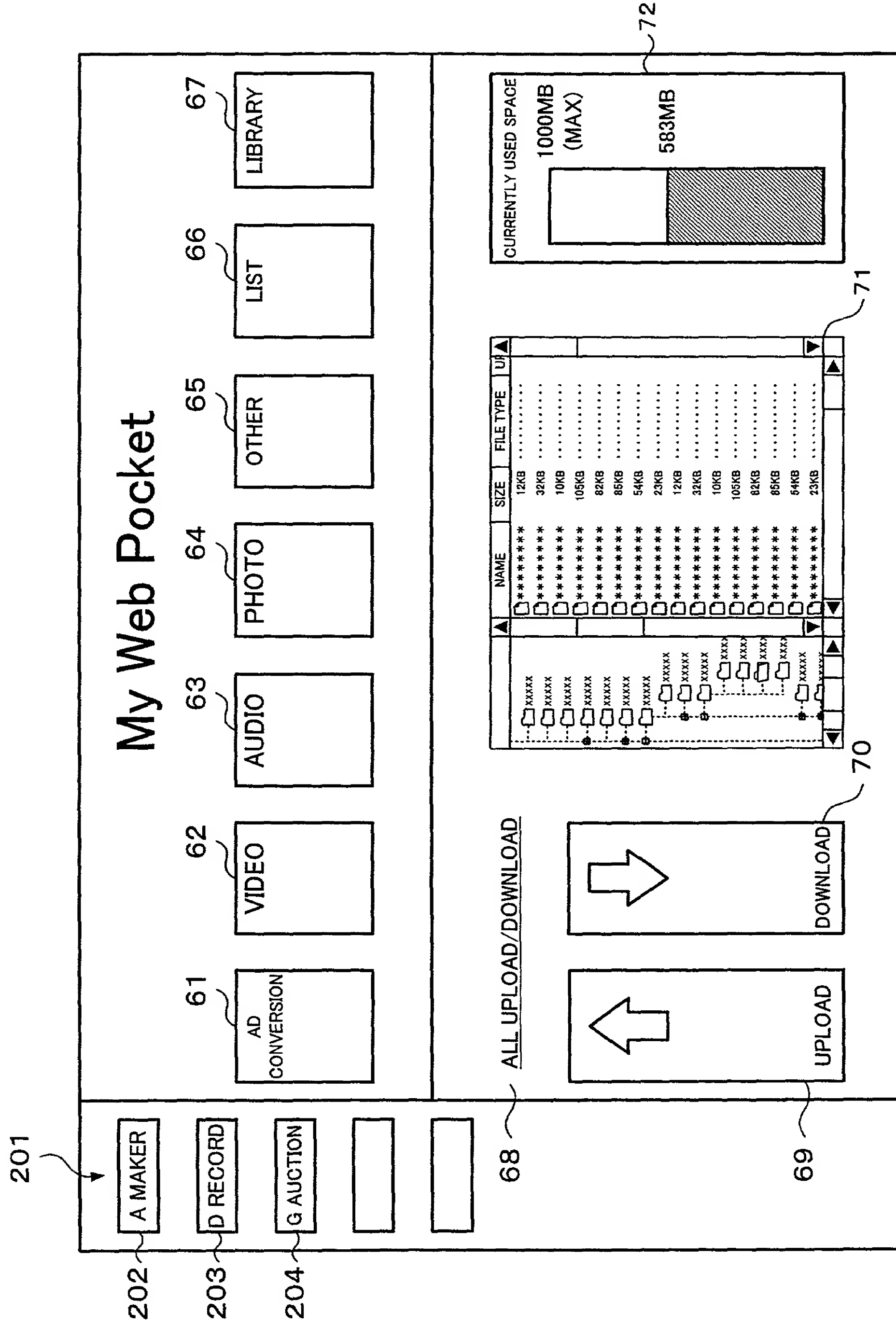


Fig. 9

